

A Reason for Learning Every Season



How do you get your workforce to prioritize learning and development?

As a training program manager, you likely spend a significant amount of time thinking about how to increase overall participation to ensure impact, value, and return on investment. To improve engagement with elective learning, one of the most challenging aspects is often marketing and awareness.

You know and we know that learning and development is important for employees year-round. But between competing priorities, tight deadlines, and distractions from every angle, it can be difficult for your workforce to keep learning top of mind.

What can you do to help people take it upon themselves to learn something new and improve how they work? How do you make it relevant?

Tie it into natural rhythms, like seasons, holidays, and annual events. These things are anticipated and celebrated – just as learning should be.

People love the chance to connect with family, friends, co-workers and the community - and holidays and events are a great opportunity to do just that. As a marketing-savvy learning professional, you can tap into these feelings of connection and relevance.

The holidays and events we've listed here are just a few of many. Some of these are well-known political, historical, or religious days, others serve to support professions or build awareness around issues, and others are just for fun.

Along with ideas for tying your marketing to major events, we've shared some suggestions for themed messages to inspire online learning. Also included with each month is a soft skill for your team to focus on, complete with in-depth guides for each.

So jump in with January and check out these ideas to help you improve training engagement throughout the year!

JANUARY



Marketing Message To Encourage Learning and Development

Headline: A Bright New Year, A Bright New You!

Key Message:

This year, instead of thinking about what you can lose, think about what you can gain. Access thousands of learning resources to improve the skills important to your career.

Soft Skill of the Month: **Goal Setting**

In this guide, you'll learn:

- *How to get started with goal setting*
- *Key strategies to set goals and achieve them*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness



International Creativity Month

National Mentoring Month

New Year's Day (1st)

Trivia Day (4th)

National Take the Stairs Day (2nd Wednesday)

Martin Luther King Jr. Day (3rd Monday)

Compliment Day (24th)

Fun at Work Day (28th)

Annual Events: *The Grammys, The State of the Union Address*

FEBRUARY



Marketing Message To Encourage Learning and Development

Headline: Learning You'll Love

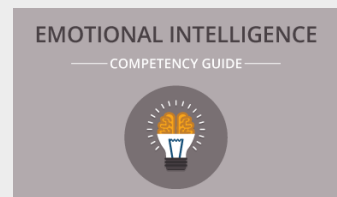
Key Message:

Don't love your skills when it comes to certain areas? Access thousands of online learning resources and improve your knowledge.

Soft Skill of the Month: **Emotional Intelligence**

In this guide, you'll learn:

- *The four components of emotional intelligence*
- *How to develop emotional intelligence in yourself and others*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness



Black History Month

American Heart Month

Ground Hog Day (2nd)

Make a Friend Day (11th)

Valentine's Day (14th)

Random Acts of Kindness Day (17th)

Presidents' Day (3rd Monday)

Leap Day (29th, every 4th year)

Annual Events: *The Super Bowl, The Academy Awards, Mardi Gras*

MARCH



Marketing Message To Encourage Learning and Development

Headline: Skills Need Some Sprucing Up?

Key Message:

Access thousands of online resources to spruce up your skills and see more success. Log in today!



Headline: What Does an Umbrella Have in Common with Employee Training?

Key Message:

They only work when you open them. Take advantage of the thousands of online learning resources available to you every day!

Soft Skill of the Month: **Time Management**

In this guide, you'll learn:

- *Tips to minimize distractions*
- *How to get the most out of your time*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness



National Women's History Month

National Nutrition Month

Employee Appreciation Day (1st Friday)

Middle Name Pride Day (10th)

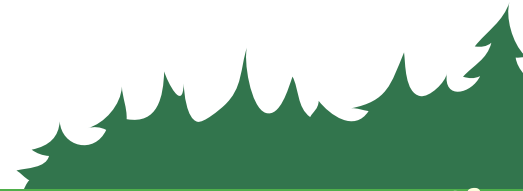
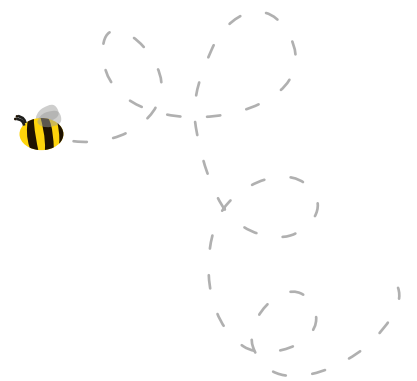
National Pi Day (14th)

Ides of March (15th)

St. Patrick's Day (17th)

National Chip & Dip Day (23rd)

Annual Events: *March Madness*



APRIL



Marketing Message To Encourage Learning and Development

Headline: Make an Impact Without Leaving an Impact

Key Message:

Conserve resources with online training! No books. No papers. Just you, the computer, and a wealth of knowledge at your fingertips.

Soft Skill of the Month: **Taking Initiative**

In this guide, you'll learn:

- *How to encourage people to take initiative and be innovative*
- *Strategies for developing creativity*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness



National Stress Awareness Month

Financial Literacy Month

Easter (varies)

April Fool's Day (1st)

World Health Day (7th)

Equal Pay Day (varies)

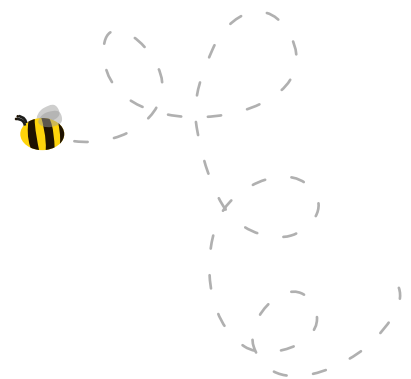
Earth Day (22nd)

Take Your Child to Work Day (4th Thursday)

Administrative Professionals Week (4th week)

National Volunteer Week (3rd week)

Annual Events: *The Masters Tournament, The Boston Marathon*



MAY



Marketing Message To Encourage Learning and Development

Headline: Know Your Numbers

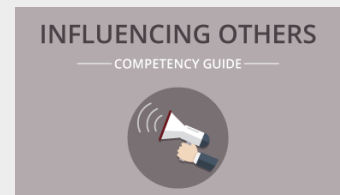
Key Message:

We can't always control all the factors that affect our health, but we can make a conscious decision to make healthier choices in our daily lives. Get informed and get started making healthier choices. Log in today and learn what you can do to improve your health!

Soft Skill of the Month: **Influencing Others**

In this guide, you'll learn:

- *Why influence is crucial for achieving business objectives*
- *How to influence others without any authority over them*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness

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Employee Health and Fitness Month

Mental Health Awareness Month

May Day (1st)

Star Wars Day (4th)

Cinco de Mayo (5th)

Ramadan (varies)

Mother's Day (2nd Sunday)

National Memo Day (21st)

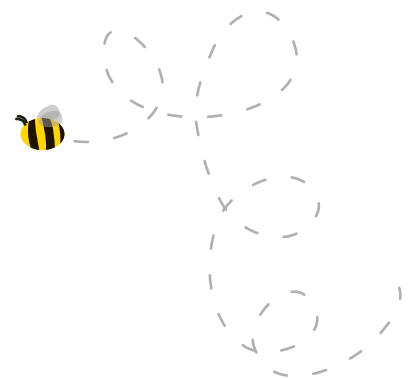
Armed Forces Day (3rd Saturday)

Memorial Day (last Monday)

Learning at Work Week (3rd week)

Nurses Appreciation Week (1st week)

Annual Events: *Kentucky Derby*



JUNE



Marketing Message To Encourage Learning and Development

Headline: Summer is Here!

Key Message:

Summer is a great time to relax and learn something new! Access to learning is available at any time from anywhere with an internet connection. You have unlimited access to thousands of resources for your ongoing development - log in and learn something new today!

Soft Skill of the Month: **Self-Management**

In this guide, you'll learn:

- *Four tips to effectively manage feelings and emotions*
- *How to develop self-management in yourself and others*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness

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National Safety Month

LGBT Pride Month

National Doughnut Day (1st Friday)

National Cheese Day (4th)

Best Friends Day (8th)

Flag Day (14th)

International Yoga Day (21st)

Father's Day (3rd Sunday)

Men's Health Week (the week before Father's Day)

Annual Events: *NBA Finals, Stanley Cup Finals*



JULY



Marketing Message To Encourage Learning and Development

Headline: Salute to Learning

Key Message:

Be proud of what you know! Learn what you want, when you want. Whether you're on the go or in the office, you can access all the learning resources you need!



Headline: Success is Only a Few Clicks Away!

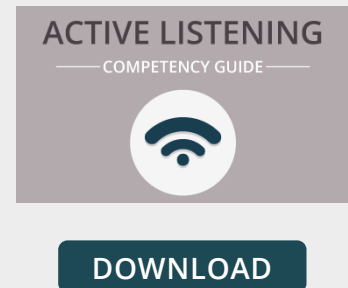
Key Message:

Are you maximizing the value of the tools at your fingertips? How many times have you said "there's got to be an easier way?" Your computer and its applications were designed to give you flexibility and power, so log in and learn about all those features!

Soft Skill of the Month: **Active Listening**

In this guide, you'll learn:

- *Do's and don'ts of active listening*
- *How to develop active listening in yourself and others*
- *Supporting behavior statements and development activities*



Holidays, Events, and Awareness



National Cell Phone Courtesy Month

National Culinary Arts Month

International Joke Day (1st)

National Postal Workers Day (1st)

U.S. Independence Day (4th)

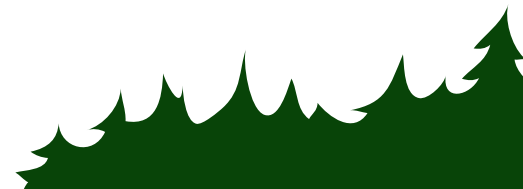
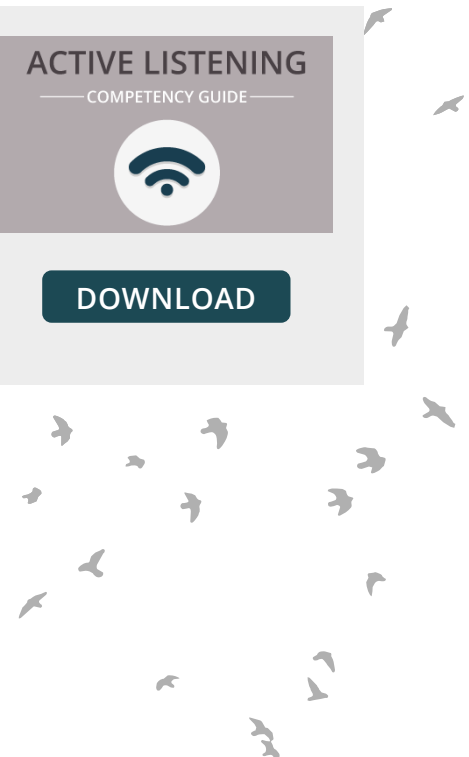
Video Games Day (8th)

Parents' Day (4th Sunday)

System Administrator Appreciation Day (last Friday)

International Day of Friendship (30th)

Annual Events: *Summerfest Music Festival*



AUGUST



Marketing Message To Encourage Learning and Development

Headline: Beat the 3 p.m. Slump!

Key Message:

It's 3 p.m. on a workday... how do you power through the slump for a productive afternoon? According to a recent University of Michigan study, the most common strategies are checking email, switching tasks, or making a to-do list. However, none of these tactics actually improved employees' sense of energy. What did: learning something new. "The more actively you can engage your brain, the more alerting an activity is going to be," says John Caldwell, Ph.D., a fatigue management specialist and former NASA researcher. "You can actually overcome a good bit of sleep pressure just by engaging in something interesting." There's a wealth of learning resources at your fingertips - log in and see what interests you!

Soft Skill of the Month: **Delegation**

In this guide, you'll learn:

- *How to effectively delegate tasks and responsibilities*
- *How to teach others to delegate*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness



National Sales Enablement Month

National Parks Month

International Forgiveness Day (1st Sunday)

National Chocolate Chip Cookie Day (4th)

Left Handers Day (13th)

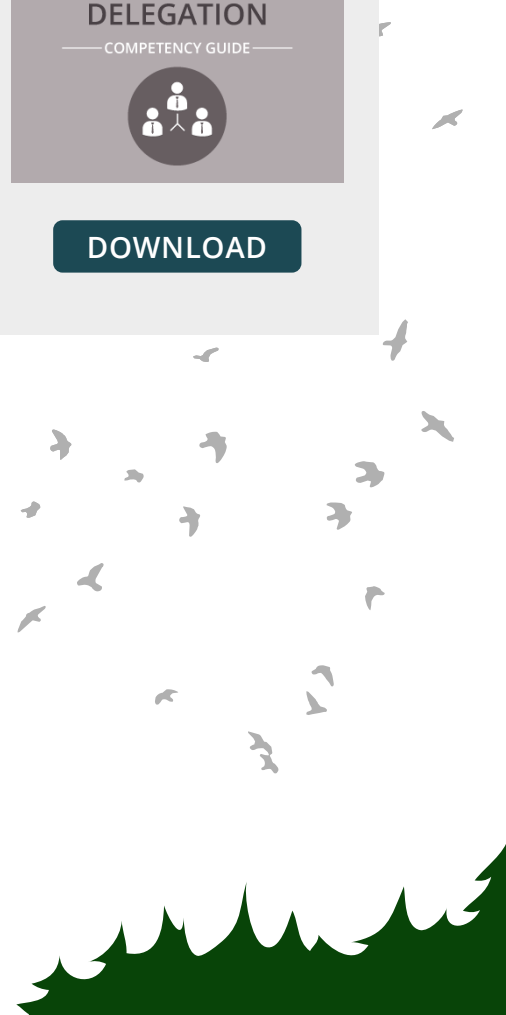
Senior Citizens Day (21st)

Women's Equality Day (26th)

National Simplify Your Life Week (1st week)

National Smile Week (2nd week)

Annual Events: U.S. Open, PGA Championship



SEPTEMBER



Marketing Message To Encourage Learning and Development

Headline: Back to School - Explore Your Career Paths and Acquire New Skills with Online Learning

Key Message:

While many are getting back in the habit of school schedules, you don't have to be in school to learn and develop new skills! This is a great month to meet with your manager and discuss your career ambitions and development plan. Take a look at all the online resources available to you and dive in with learning!

Soft Skill of the Month: **Learning Agility**

In this guide, you'll learn:

- *Five important behaviors of agile learners*
- *How to develop learning agility in yourself and others*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness



National Preparedness Month

National Hispanic Heritage Month

Labor Day (1st Monday)

Fight Procrastination Day (6th)

Grandparents Day (9th)

Patriot Day (11th)

Positive Thinking Day (13th)

International Talk Like a Pirate Day (19th)

International Day of Peace (21st)

Ask a Stupid Question Day (28th)

Yom Kippur (varies)

Annual Events: *Oktoberfest, Fashion Week*

OCTOBER



Marketing Message To Encourage Learning and Development

Headline: Don't Let a Perfectly Good Brain Go to Waste!

Key Message:

With all the zombies roaming around this month, a well-developed brain will keep you sharp and out of their clutches. Log in and learn the skills you need today!

Soft Skill of the Month: **Managing Change**

In this guide, you'll learn:

- *How to develop a change management strategy in your organization*
- *Strategies for dealing with change*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness

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National Bully Prevention Month

National Cybersecurity Awareness Month

World Teachers' Day (5th)

Fire Prevention Day (9th)

National Dessert Day (14th)

Bosses Day (16th)

United Nations Day (24th)

Make a Difference Day (4th Saturday)

Halloween (31st)

Customer Service Week (1st week)

Get Organized Week (1st week)

Annual Events: *The World Series*

NOVEMBER



Marketing Message To Encourage Learning and Development

Headline: We're Thankful for All You Do Throughout the Year

Key Message:

As a token of our appreciation, we want to remind you about one employee benefit offered at our organization. Our online training resources offer you instant access to key topic areas for personal and professional development. Thanks for choosing to grow your career with us!

Soft Skill of the Month: **Developing Others**

In this guide, you'll learn:

- *Key strategies to help others develop their skills*
- *How to empower team members and encourage continuous learning*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness



Military Family Month

Native American Heritage Month

Sandwich Day (3rd)

Election Day (1st Tuesday after 1st Monday)

Veterans Day (11th)

America Recycles Day (15th)

National Philanthropy Day (15th)

The Great American Smokeout (3rd Thursday)

Thanksgiving (4th Thursday)

Annual Events: *Black Friday*

DECEMBER



Marketing Message To Encourage Learning and Development

Headline: Comfort, Joy... and the Gift of Learning

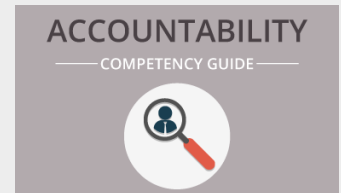
Key Message:

One of the great things about the holiday season is the opportunity to catch and wrap things up for the year! During that time, these online learning resources don't take a holiday - feel free to log in at any time and open your gift!

Soft Skill of the Month: **Accountability**

In this guide, you'll learn:

- *Three steps to develop accountability in the workplace*
- *Common barriers to accountability*
- *Supporting behavior statements and development activities*



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Holidays, Events, and Awareness



Write a Friend Month

Learn a Foreign Language Month

National Brownie Day (8th)

International Children's Day (2nd Sunday)

Human Rights Day (10th)

Hanukkah (varies)

Kwanzaa (varies)

Christmas (25th)

Boxing Day (1st weekday after Christmas)

New Year's Eve (31st)

Annual Events: *Most major December events are related to holidays*

Ready to Come Up with Your Own Ideas?



Month:

What holiday are you ideating around?

What are the concepts and emotions associated with this holiday or season?

Who is your intended audience (all employees, managers and supervisors, or a specific group or department)?

What kind of information do you want to share?
(Examples: drive awareness, increase participation, motivate)

Recommended Resources

Another way to help your employees learn and develop their skills is by taking a look at your own training management skills. You have a complicated role, but our Client Success team is highly experienced with helping to build strong training and development programs. Check out this webinar to learn the skills they've identified as top priorities for training managers.



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